BENSON & HEDGES

MULTIFILTER

Distributor "Cash-In Sales Drive"

PROMOTION DATES:
April 2 – April 28, 1973

1005201626

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

Special Offer for Distributors and their Salesmen

BENSON & HEDGES

Sell and display MULTIFILTER

- Earn and "Cash-In"
- A chance to win an A-frame home—or $10,000
- or a chance for you, your salesmen and your retailers to win one of the eighteen $300 cash prizes.

Salesmen:

- **Here's your chance to cash-in while you build Benson & Hedges Multifilter sales.**

Your salesmen have already earned a Dopp® leather wallet. The wallet, with its special insert, is designed to help them present the Multifilter brand story and this program to your retailers. The wallet also holds his personal "Cash-In Account Book" and sweepstakes entry.

The more cartons and displays they sell-in, the more cash they earn.

Here's how easy it is to earn—20¢ cash for every 2-carton sale

Multifilter will give your salesmen 20¢ cash for each 2-carton unit of Multifilter cigarettes sold per location for the sales period between April 2, 1973 and April 28, 1973.

(Limit: One 2-carton sale per outlet.)

30¢ cash for each special 10-pack display placed

As a bonus, Multifilter will give them 30¢ cash—for every 10-pack display placed per location during the same sale. The 10-pack display may be part of the 2-carton sell-in . . . for a total of 50¢ per location.

(Limit: One display placed per outlet.)

Distributors: Special Bonus Offer

Distributor Principals will receive a 20% override on all their salesmen's earnings . . . and, if one of your salesmen wins one of the six $300 cash prizes, you win too! The more your salesmen earn, the more you earn.

New Retailer Prize To help you sell-in and earn, special retailer prizes have been added. Six retailers will also win a $300 prize.

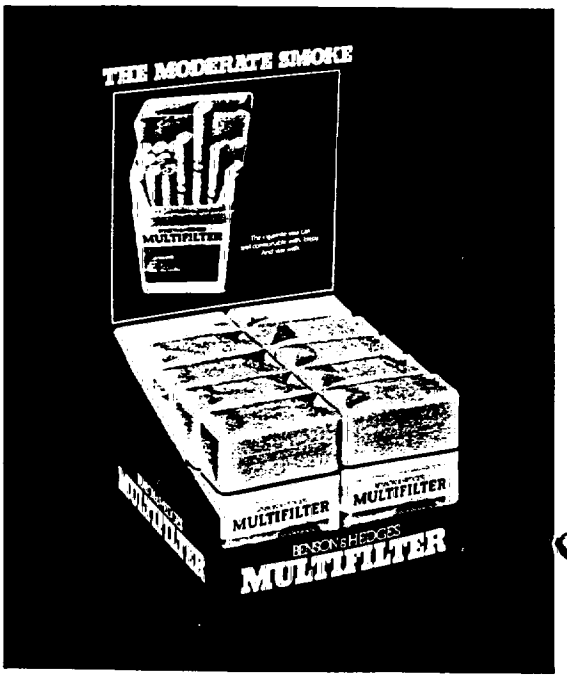
WIN in the BENSON & HEDGES MULTIFILTER Sweepstakes

One salesman will win the Grand Prize—the A-frame home—or $10,000 cash. Additionally, eighteen $300 cash prizes will be awarded to salesmen, retailers and distributor principals.

Sell & Display ...Earn & Win!

1. Sell and display Benson & Hedges Multifilter Cigarettes during this special sales period.
2. Your salesmen record every 2-carton sale and 10-package display placed on the enclosed official "Cash-In Account Book."
3. At the end of the program period, your salesmen fill out their cash-earned forms and sweepstakes entries—and turn in all forms to you.
4. Each Distributor Principal should fill out his official override form.
5. All sweepstakes entries and other necessary forms must be in your headquarters' office no later than May 11, 1973 to be turned in to your Philip Morris Representative.

Note: All participants in the program must be at least 21 years of age. Participation not required for eligibility in sweepstakes. All entrants, however, must submit an official Multifilter "Cash-In Sweepstakes" entry form.



1005201627

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

3-2

TO: SALES ADMINISTRATION

SUBJECT: B+H MULTIFILTER DIST PROGRAM

DATE: 3-5-73

OTHER THAN THE ADDRESSEES, PLEASE MAKE DISTRIBUTION OF THE ATTACHED ITEM ONLY IN ACCORDANCE WITH THE DISTRIBUTION PATTERN CHECKED IN THE APPROPRIATE BOXES BELOW:

1. GENERAL OFFICE DISTRIBUTION . . . . . ☐
2. SALES STAFF DISTRIBUTION AS LISTED . . . . . ☑

J. P. JEB LEE (2)	G. KARNAL ●	~~B. CUTLER~~
J. J. GILLIS ●	D. MULVEY	C. JENKINS
E. E. ALLEN ●	J. TARR	~~M. BLANK~~

3. FIELD DISTRIBUTION AS LISTED . . . . . ☐

~~REGION MANAGERS~~
~~SECTION SALES MANAGERS~~
~~AREA MANAGERS - DISTRIBUTORS SALES~~
~~AREA MANAGERS - CHAIN SALES~~
~~DIVISIONS MANAGERS~~
~~MILITARY REPRESENTATIVES~~
SALES REPRESENTATIVES

4. SPECIFIC OFFICE DISTRIBUTION AS LISTED . . . . . ☑

~~J. LANDRY~~	~~A. GENG~~	~~R. PRUEHSNER~~
M. BERKOWITZ	~~J. GRANVILLE~~	~~V. WEINER~~
A. BICK	J. HILL	T. WALSH
R. NOLAN	~~T. KEIM~~	~~A. J. BIGSMEYER~~
R. CREMIN	A. LEVINE	C. HOWARD
W. BEYER	M. LAMSTER	T. CAWLEY
~~A. BREAKSTONE~~	P. DE LISSER	~~R. FITZMAURICE~~
~~J. WOODS~~	~~E. MERLO~~	B. COLE
J. MORGAN	~~K. WILLIAMSON~~	J. DUNNE

5. ATTACHMENTS . . . . . ☑

1. CIRCULAR
2. PARTICIPATION AGREEMENT
3. DIST OVERIDE FORM
4. SELLING SHEET
5. RETAILER ENTRY FORM

CASH ACCOUNT BOOK
RETAIL PROMOTION FOLDER PER: G. Allen
MATERIAL DISTRIBUTION FORM (2 PAGES)

1005201628

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: AREA MANAGERS-DISTRIBUTOR SALES AND DIVISION MANAGERS

Date: MARCH 2, 1973

From: J. P. JEB LEE

Subject: BENSON & HEDGES MULTIFILTER DISTRIBUTOR PROGRAM

The Benson & Hedges Multifilter "Superbowl Sales Drive", produced some excellent results for the brand. Some of these were:

- During sell-in and promotion period sales were up 12.5%
- The net gain thru December 15, 1972 was a + 7.3%
- 794 distributors plus some 2,500 sales representatives participated
- Nearly 200,000 cartons were sold
- 67,091 displays were placed

An exciting new distributor program has been developed for Benson & Hedges Multifilter. The theme is, "Benson & Hedges Multifilter Cash-In Drive." The main purpose of this program is to provide distributor sales representatives with the right incentive to fill any distribution gaps, and improve retail inventory levels.

PROGRAM DETAILS

- Twenty cents (20¢) cash will be given for each 2-carton unit of Multifilter sold per location (limit, one 2-carton sale per outlet).
- Thirty cents (30¢) cash will be given for every special 10-pack display unit placed per location during the same sale. (Note: The 10-pack display may be part of the 2-carton sell-in for a total of 50¢ cash (limit one 10-pack display per outlet.)
- Distributor principals will receive a 20% over-ride on the totall cash earned for sales and display placement performance by all of their salesmen during the program period.
- Each distributor salesman will be eligible to enter the "Cash-In Sweepstakes" and will receive one entry blank. (Note: Participation in the sales program is not required for eligibility in the Sweepstakes, but the entry form must be completed.) The Sweepstakes grand prize winner will receive a Lindal cedar A-frame home -- or, $10,000. Six (one in each region) distributor salesmen will receive a Sweepstakes second prize -- $300 cash.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

- The distributor principal of each salesman who wins a second prize, will also receive $300.

- Six retailers (one in each region) will also win $300 in a special "Cash-In Sweepstakes." Retailers simply fill in and mail the postage paid postcard provided by distributor salesmen. A drawing will be held to determine the six winners.

To assist us at Headquarters in determining the effectiveness of these programs with "retailers", please indicate on the "Retailer Sweepstakes Postcards" your individual assignment number. This can be done on the back of each postcard before leaving them with distributors. A rubber stamp with your assignment number (plus a stamp pad) will be sent to you for this purpose.

The retailer sweepstakes was a great success during the last Benson & Hedges Multifilter program. It gave the retailer an added incentive to buy, display and promote Benson & Hedges Multifilter. This sweepstakes should accomplish the same purpose.

TIMETABLE

The distributor sales effort should be set for any one week between April 2, and April 28, 1973.

Upon receipt of materials, begin at once to contact your distributor accounts. Make arrangements to attend as many distributor sales meetings as possible to solicit full support of the distributor salesmen for this program. This will give you an opportunity to develop some visuals and use the presentation skills learned at the recent seminar.

When preparing your presentation, make certain that you point out the growth of Benson & Hedges Multifilter, the advertising support being given the brand, and the money that can be made during the drive. You will also want to use any local data you can to strengthen your presentation.

Get with each distributor principal and establish objectives for each of his salesmen. Order extra Benson & Hedges Multifilter to accommodate their needs during the sales drive.

When a distributor agrees to participate, you must have a Participation Agreement signed and forwarded to Mr. Jim Hill, New York Office, immediately.

MATERIALS

The attached sheet shows the quantity of supporting materials being sent to you. Some details regarding these materials are:

- All material is being sent to you in bulk. You should collate the proper pieces before making a presentation.

- Brochures are provided only for presentations to distributor principal. Place a copy of each form (and a display) in each brochure.

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Source: http://www.industrydocuments.ucsf.edu/docs/xsyk0000

Each participating distributor salesman should be given a leather wallet. Place a Cash Account Book in the left side of the wallet. This serves as an account and display record-keeper and includes the salesmen's "Cash-In Sweepstakes" official entry form. On the right side of the wallet, place the retail promotion folder. This attractive, high quality wallet is a further improvement in our effort to reduce the paper work involved. It is also a nice accessory he can keep long after the drive is completed. The extended use of the wallet will be a reminder to continue selling and promoting Benson & Hedges Multifilter.

Division Managers will not be sent a supply of materials. All needed quantities should be requisitioned from Section Sales Managers. Section Sales Managers should also be responsible for redistributing materials if necessary. A small amount of material is available for re-order by Area Managers-Distributor Sales, but before doing so, check with your Section Sales Manager.

CONTROLLING THE PROMOTION

The control of this program is placed in your hands, where it rightfully belongs. It is essential that proper control be executed for the benefit of the brand, to set a precedent for future distributor drives, and for the good of our overall business.

Emphasis should be made to the distributor principal that performance is a must. In most instances, performance levels have been very good, however, there are accounts where close control should be exercised. This is especially true in those accounts not having a sales force or where their past history indicates low performance. It is difficult to monitor all placement locations during the time limits of the promotion, therefore, each Cash Account Book should be reviewed carefully. If discrepancies are found, first review these with your Section Sales Manager, then contact the distributor principal to make any necessary adjustments.

CLOSING OUT THE PROMOTION

All Distributor Over-Ride forms and accompanying Cash Account Books must be picked up by May 11. These forms must be received in the New York Office no later than May 18. The retailer sweepstakes drawing will be held during the week of May 28. The distributor sweepstakes will be held the week of June 4. We have allowed this additional time after the pick-up date to insure that all entry forms are in.

The "Superbowl Sweepstakes" was a great success. The "Cash-In" Program should build from this success to achieve an even greater pay-out for Benson & Hedges Multifilter. I know each of you will give it your best effort.

J. P. Jeb Lee

/vrm

J. P. JEB LEE

1005201631

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

Complete List with Office Distribution

	(Packed 100's) 10 PACK DISPLAYS MU 8-73	SELLING BROCHURES MU 6-73	WALLET WITH: DIST SLSMN RETAIL FROM FOLDER MU 12-73 & CASH ACC'T BOOKS MU 11-73	CATALOG PRIZE SHEETS MU 13-73	(Banded 100's) RETAILER SWEEPSTAKES CARDS MU 9-73	DISTR PARTICIP AGREEMENTS MU 10-73	DISTR OVER-RIDE FORMS MU 14-73	#421 CUSTOM TRADE CIRCUL
R. LEVY	6,000	50	250	75	3,500	75	75	75
H. WALDMAN	10,000	50	75	75	4,500	75	75	75
C. MORONI	2,000	50	80	75	3,500	75	75	75
W. WYRICK	2,000	50	70	75	4,500	75	75	75
N. GLUCKERT	2,000	50	40	75	2,000	75	75	75
A. CONROY	3,000	50	90	75	3,500	75	75	75
B. STOLUSKY	1,500	50	60	75	2,000	75	75	75
E. ELMER	3,000	50	65	75	2,500	75	75	75
D. WESTERVELT	3,000	50	110	75	4,500	75	75	75
H. DUGLIN	3,000	50	120	75	4,500	75	75	75
G. ELIAS	1,000	50	55	75	1,500	75	75	75
J. BOYD	1,000	50	40	75	2,000	75	75	75
F. SWARTZ	1,000	50	45	75	2,000	75	75	75
O. MILLER	1,000	50	80	75	2,000	75	75	75
R. MARSHALL	1,500	50	85	75	2,000	75	75	75
R. BROOKS	1,500	50	115	75	2,000	75	75	75
J. NESBITT	3,000	50	65	75	4,500	75	75	75
J. ORPHAL	300	50	20	75	500	75	75	75
J. CRAWFORD	1,000	50	55	75	2,000	75	75	75
W. HEENAN	500	50	40	75	1,500	75	75	75
O. MOMAND	400	50	45	75	1,500	75	75	75
W. PAIR	300	50	30	75	500	75	75	75
G. AUST	1,000	50	70	75	2,000	75	75	75
W. COHEN	2,000	50	55	75	2,000	75	75	75
W. BIRCHER	500	50	30	75	1,500	75	75	75
[illegible]. KAPSON	3,000	50	135	75	3,500	75	75	75
[illegible]B-TOTAL	54,500	1,300	1,925	1,950	67,000	1,950	1,950	1,950

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

	Packed 100's				(Banded 100's)			
	10 PACK DISPLAYS MU 8-73	SELLING BROCHURES MU 6-73	WALLET WITH DIST SLSMN RETAIL FORM FOLDER MU 12-73 & CASH ACC'T BOOKS MU 11-73	CATALOG PRIZE SHEETS MU 13-73	RETAILER SWEEPSTAKES CARDS MU 9-73	DISTR PARTICIP AGREEMENTS MU 10-73	DISTR OVER-RIDE FORMS MU 14-73	0421 CUSTOMER TRADE CIRCULAR
D. PEARSON	1,200	50	55	75	2,500	75	75	75
N. CARTER	700	50	40	75	1,500	75	75	75
J. MILLIGAN	1,200	50	95	75	1,500	75	75	75
H. HIOTT	1,000	50	60	75	1,500	75	75	75
M. TOMPKINS	200	50	20	75	500	75	75	75
K. MARTIN	700	50	20	75	1,500	75	75	75
K. BACCUS	700	50	65	75	2,000	75	75	75
M. SMITH	300	50	20	75	1,500	75	75	75
J. GOLDENSTEIN	400	50	50	75	1,500	75	75	75
L. MCGOUN	500	50	40	75	1,500	75	75	75
R. KOLOEN	800	50	40	75	2,000	75	75	75
J. WARD	500	50	25	75	1,500	75	75	75
J. FORTENFIELD	500	50	30	75	1,500	75	75	75
H. KAISER	200	50	20	75	500	75	75	75
J. ARAUJO	500	50	20	75	1,500	75	75	75
G. CROYKE	5,000	50	25	75	8,500	75	75	
R. GADIEL	1,000	50	25	75	1,500	75	75	75
J. SAMSEL	1,000	50	45	75	1,500	75	75	75
P. KRAFT	1,000	50	40	75	2,000	75	75	75
M. KRUGGEL	1,200	50	65	75	1,500	75	75	75
ALL DIVISION MANAGERS								
SECTION MANAGERS	6,300 300 ea	420 20 ea	525 25 ea	525 25 ea	8,400 400 ea	525 25 ea	525 25 ea	525 25
SUB-TOTAL	24,900	1,420	1,325	2,025	44,900	2,025	2,025	2,025
BROUGHT FORWARD	54,500	1,300	1,925	1,950	67,000	1,950	1,950	1,950
GRAND TOTAL	79,400	2,720	3,250	3,975	110,900	3,975	3,975	3,975
QUANTITY ORDERED	80,000 +10%	3,000	3,500	4,000	110,900	4,000	4,000	4,000

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

You Can Cash-in With...

BENSON & HEDGES

MULTIFILTER...

- The Benson & Hedges name provides believability and importance to the Multifilter brand—a brand that is on the move.
- Multifilter combines filtration and flavor in perfect balance.
- The "humidor pack" is a Multifilter exclusive.

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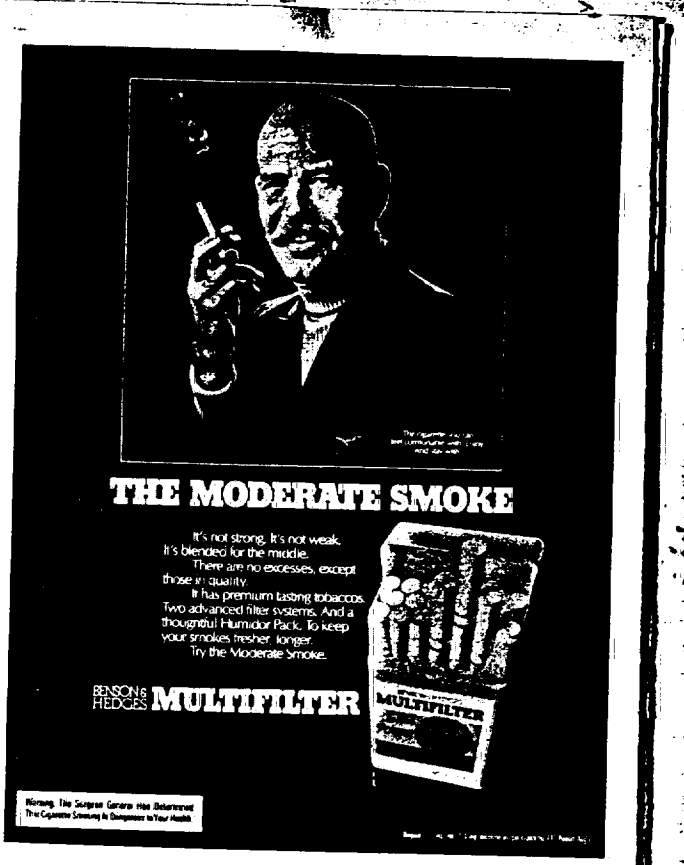
Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000



- The advertising message is an important new consumer appeal — "Multifilter is the cigarette you feel comfortable with, enjoy, and stay with."

MU 12-73

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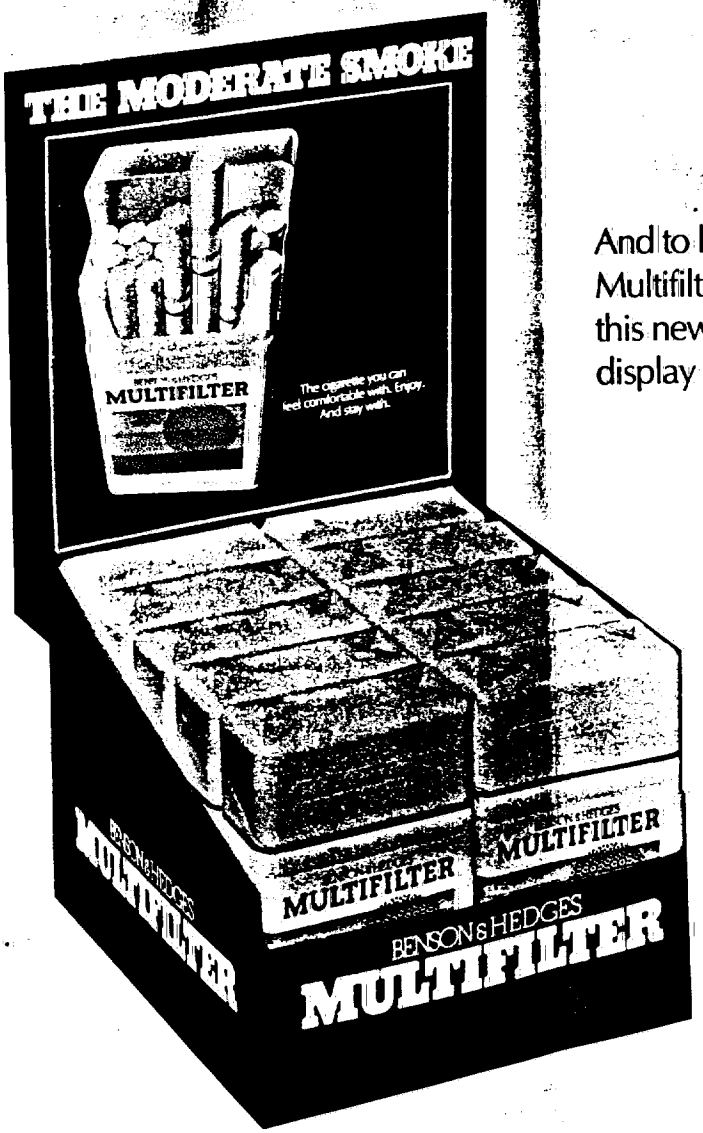
Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000



And to help you participate in Multifilter's continuing growth, this new 10-pack counter display is available.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

Special Offer for Retailers...

1005201637

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

Enter the Multifilter "CASH-IN Sweepstakes"

You could be the winner of one of the six $300 cash prizes!

"Cash-In" on MULTIFILTER'S growing sales.

1005201638

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

BENSON & HEDGES

MULTIFILTER

"Cash-In Sales Drive"

SALESMAN'S OFFICIAL "CASH-IN ACCOUNT BOOK" AND SWEEPSTAKES ENTRY

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

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TO: DISTRIBUTOR SALESMEN

To enter the Multifilter "Cash-In" Sweepstakes, complete the official entry below and return it with your official account book to your Distributor Principal on completion of drive. Your Philip Morris Representative will pick up all entries no later than May 11, 1973.

MULTIFILTER
"CASH–IN SWEEPSTAKES"
OFFICIAL ENTRY FORM

Please enter me in the Multifilter "Cash-In Sweepstakes."

I certify that I am over 21 years of age and a Distributor Salesman.

NAME _____ COMPANY _____

ADDRESS _____ CITY/STATE _____

PHILIP MORRIS REPRESENTATIVE CERTIFICATION _____

SECTION NUMBER _____

1005201640

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

SWEEPSTAKES RULES

- Upon completing the opposite side of this entry card, distributor salesmen will be entered in the Multifilter "Cash-In Sweepstakes."

  Note: Participation in the sales program is not required for eligibility in the Sweepstakes, but this form must be completed.

- Only one entry per distributor salesman is allowed.
- All entrants must be at least 21 years of age.
- Winners will be selected by a random drawing the week of June 4, 1973.
- Winners will be notified immediately.
- A list of winners will be available upon request.
- This sweepstakes is subject to all Federal, State and Local laws and void wherever prohibited or restricted by law.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

SALESMAN'S ACCOUNT and DISPLAY RECORD BOOKLET

For a one week period during the sales drive April 2, 1973—April 28, 1973.

This is your official Multifilter "Cash-In Sales Drive Account Book." Record all your 2-carton sell-ins and your special 10-pack display placements to be sure you receive your *full* quota of "Cash-In" earnings.

And be sure to use the official sweepstakes entry in front. You could win the A-frame home or one of six $300 second prizes.

1005201642

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

A-frame and cash

You could win
this A-frame
home—or $10,000

Also, six distributors,
six salesmen, and
six retailers will
each win $300.

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

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OFFICIAL ACCOUNT BOOK

	Store Name	Street Address	City	Carton Units Sold	10-Pack Displays Placed
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

1005201644

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

OFFICIAL ACCOUNT BOOK

	Store Name	Street Address	City	Carton Units Sold	10-Pack Displays Placed
26.					
27.					
28.					
29.					
30.					
31.					
32.					
33.					
34.					
35.					
36.					
37.					
38.					
39.					
40.					
41.					
42.					
43.					
44.					
45.					
46.					
47.					
48.					
49.					
50.					

1005201645

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

OFFICIAL ACCOUNT BOOK

	Store Name	Street Address	City	Carton Units Sold	10-Pack Displays Placed
51.					
52.					
53.					
54.					
55.					
56.					
57.					
58.					
59.					
60.					
61.					
62.					
63.					
64.					
65.					
66.					
67.					
68.					
69.					
70.					
71.					
72.					
73.					
74.					
75.					

1005201646

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

OFFICIAL ACCOUNT BOOK

	Store Name	Street	Address	City	Carton Units Sold	10-Pack Displays Placed
76.						
77.						
78.						
79.						
80.						
81.						
82.						
83.						
84.						
85.						
86.						
87.						
88.						
89.						
90.						
91.						
92.						
93.						
94.						
95.						
96.						
97.						
98.						
99.						
100.						

1005201647

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

OFFICIAL ACCOUNT BOOK

	Store Name	Street Address	City	Carton Units Sold	10-Pack Displays Placed
101.					
102.					
103.					
104.					
105.					
106.					
107.					
108.					
109.					
110.					
111.					
112.					
113.					
114.					
115.					
116.					
117.					
118.					
119.					
120.					
121.					
122.					
123.					
124.					
125.					

1005201648

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

SALESMAN'S CERTIFICATION FORM
for a one week period
between April 2, 1973
through April 28, 1973

Company Name

Street Address

City & State Zip

Salesman's Name

Week of

I certify that during the one week period starting _____, I sold my customers_____units of two (2) or more cartons of Multifilter Cigarettes . . . and I placed_____10-Pack Display(s).

I sold___ 2 carton units @ 20¢/unit = $_____

I placed____10-pack displays @ 30¢/placement = $_____

Total Earned $ _____

Salesman's Signature_____

Distributor Principal's Signature_____

NOTE: THIS CERTIFICATION STATEMENT, ALONG WITH SALESMAN'S OFFICIAL ACCOUNT BOOKLETS MUST BE RETURNED TO PHILIP MORRIS REPRESENTATIVE BY MAY 11, 1973.

1005201649

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

SALESMAN'S

Sell & Display–

BENSON & HEDGES

MULTIFILTER

- Earn cash
- Enter the "Cash-In" Sweepstakes

The Multifilter "Cash-In" sales drive is on!

MU 11-73

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

1005201650

Mr. Retailer:

Here's your chance to win one of six $300 cash prizes. Simply complete this official entry form and mail. Entry must be postmarked no later than May 12, 1973. You could be a cash prize winner.

Sweepstakes Rules

- Upon completing this entry card, you will be entered in the Multifilter "Cash-In Sweepstakes."
  Note: Participation in the sales program is not required for eligibility in the Sweepstakes, but this form must be completed.
- Only one entry per retailer is allowed.
- All entrants must be at least 21 years of age.
- Winners will be selected by a random drawing the week of May 28, 1973.
- Winners will be notified immediately.
- Names of winners will be available upon request.
- This sweepstakes is subject to all federal, state and local laws and void wherever prohibited or restricted by law.

BENSON & HEDGES

MULTIFILTER

Retailer "Cash-In Sweepstakes" Official Entry Form

Please enter me in the Multifilter "Cash-In" Sweepstakes. I certify that I am over 21 years of age and a cigarette retailer.

Name _____

Business Name _____

Address _____

City/State _____

Distributor Salesman _____

MU 9-73

1005201651

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

BENSON & HEDGES

MULTIFILTER

Retailer "Cash-In Sweepstakes" Entry Form

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 34084 NEW YORK, N.Y.

Philip Morris U.S.A.
"Cash-In Sweepstakes"
100 Park Ave.
New York City, New York 10017

1005201652

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

PHILIP MORRIS

U.S.A.
100 PARK AVENUE, NEW YORK, N. Y. 10017 TELEPHONE (212) 679-1800

Circular No. 421

March 12, 1973

To Our Wholesaler Distributor Customers

Benson & Hedges Multifilter: "Cash-In Sales Drive"

Everybody can "cash-in" in the Benson & Hedges Multifilter Sales Drive. Here's a Sales and Display Program designed to have your salesmen "Cash-In" on Multifilter's growing sales. And a chance to win the Grand Prize - - an A-frame home - - or one of the six $300 second prizes.

Here are the details:

1. For a one week period during the sales drive from April 2, 1973 through April 28, 1973, we will award your salesmen 20¢ for each 2-carton unit sold per location. Limit: One 2-carton sale per outlet.

2. During the same sales period we will award your salesmen 30¢ for each 10-pack Display Unit of Multifilter Cigarettes placed. Limit: One 10-pack Display placed per outlet. **NOTE: THE 10-PACK DISPLAY UNIT MAY BE PART OF THE TWO CARTON SELL-IN FOR A TOTAL OF 50¢ PER LOCATION!**

3. HAVE YOUR SALESMEN SELL AND DISPLAY - - EARN AND WIN. YOU'LL RECEIVE A 20% OVERRIDE ON THE TOTAL CASH EARNED FOR SALES AND DISPLAY PLACEMENT PERFORMANCE BY ALL OF YOUR SALESMEN DURING THE PROGRAM PERIOD.

4. In addition, each salesman will receive only one entry blank for the "Cash-In Sweepstakes." (Participation in the sales program not required to be eligible in Sweepstakes).

5. **THE SWEEPSTAKES' GRAND PRIZE WINNER WILL RECEIVE:** A LINDAL CEDAR A-FRAME HOME - - OR $10,000, AND SIX SALESMEN WILL WIN A SWEEPSTAKES SECOND PRIZE - - $300 CASH. IF ONE OF YOUR SALESMEN WINS ONE OF THE SIX MULTIFILTER $300 CASH PRIZES . . . YOU WIN TOO! The Distributor Principal of each salesman who wins a second prize also will receive $300.

6. To give your salesmen extra selling power, we have added a special "Cash-In Sweepstakes" for retailers. Six retailers will also win $300 cash prizes. Special sweepstakes entry forms have been provided for you to give to your retailers.

7. As soon as you agree to participate, each of your salesmen will receive a Multifilter Dopp® leather wallet. The wallet contains a special sales piece to help them present this sales program to retailers. And it also holds their official "Cash-In Account Book."

8. To be eligible, sign the Participation Agreement, which will be collected by your Philip Morris representative. Awarding of earnings will be based upon receipt of the Account Certification Form plus supporting Salesman's Official "Cash-In Account Book" approved by the Philip Morris representative. Account Certification Forms plus Salesman's "Cash-In Account Books" are to be forwarded to the Philip Morris representative by May 11, 1973.

Philip Morris, U.S.A.

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Source: https://www.industrydocumentslibrary.ucsf.edu/tobacco/xsy00000

BENSON & HEDGES

MULTIFILTER

"Cash-In Sales Drive"

PARTICIPATION AGREEMENT

Company Name _____ Date _____

Street Address _____ City & State _____

I have received your Circular No. 421 dated March 12, 1973 covering the Multifilter "Cash-In" promotion offer, and wish to participate in your program during the program period April 2, 1973, through April 28, 1973.

We have _____ salesmen who will actively support your program and who will complete the Salesman's "Cash-In Account Book."

We understand that this promotion is limited to one sales drive or automatic distribution drive only as outlined in your circular.

We also understand that cash paid will be limited to 20¢ for each 2-carton unit sold and 30¢ for each 10-pack display placed. Payment is limited to one 2-carton unit sold and one display placed per retail outlet.

Also, each of my salesmen will receive one entry blank for the Multifilter "Cash-In Sweepstakes." It is understood that participation in the sales program by my salesmen is not required for their eligibility in the Sweepstakes.

I understand that I will receive a 20% override on the total cash earned by all my salesmen for sell and display. I further understand that I will receive a duplicate $300 cash prize if one of my salesmen wins one of the six sweepstakes second prizes.

All necessary forms and documents supporting this program will be made available or forwarded to my Philip Morris Representative for approval by May 11, 1973.

_____
Distributor Principal Signature

_____
Philip Morris Representative

Please hold Participation Agreement for Philip Morris Representative.

MU 10-73

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Source: https://www.industrydocuments.ucsf.edu/docs/syk0000

You Could Win This Grand Prize A-Frame Home

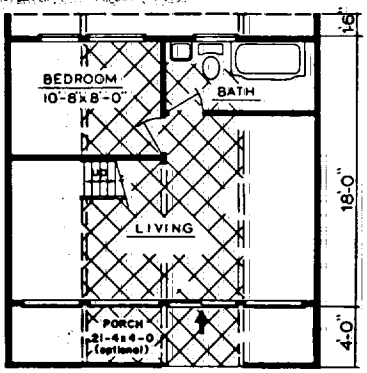
enter

BENSON & HEDGES

MULTIFILTER

"Cash-In Sweepstakes"

The grand prize winner will receive the Adrian custom A-frame home. The prize also includes delivery to the winner's site, foundation cost, complete framing of the building, majority of interior finishing, wiring, plumbing and heating to a maximum of $5,000. Lindal Cedar Homes will work with the winner to co-ordinate all details.



PROMOTION DATES:
APRIL 2 – APRIL 28, 1973

ENTRIES MUST BE IN BY
MAY 11, 1973

SPECIFICATIONS: LINDAL ADRIAN A-FRAME

	CEDAR CUSTOM
Floor Beams	2-2x12 DF or WCH or 4x10 Steelam
Flooring	2" Subfloor Plank w/1/2" Versaboard
Loft Floors	2" Hemfir w/Versaboard
Outside Walls & Wall Furring	2" Cedar w/2x4 furring
Outside Wall Insulation	3" Insulation
Outside Wall Liner	1" Cedar
Partitions	2x4 Cavity Framing 1" Cedar
Roof Beams	4x10 Steelam or Glulam
Roof Framing, Liner & Insulation	2" Hemfir and two layers of 1/2" Fiberboard
Roof Shingles	Cedar Shakes
4/12 Gables	Glass Astrals
Gables 12/12, 21/12	2" Cedar
Insulation (Gables)	3" Insulation
Liner (Gables)	1" Cedar
Facia	2x6" Cedar
Inside Doors	1-3/8" Slab Predrilled or 1/2" glass door
Balconies	Included w/2x2 rail
Decks (and Hoods on A-Frames)	Included w/simple rail

- Necessary nails, locks, hinges included. Aluminum windows and sheet glass also included.

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Source: https://www.industrydocuments.ucsf.edu/docs/...k0000

BENSON & HEDGES

MULTIFILTER

"Cash-In Sales Drive"

DISTRIBUTOR OVERRIDE FORM

(DISTRIBUTOR PRINCIPAL ONLY)

COMPANY NAME _____ WEEK OF _____

STREET ADDRESS _____ CITY AND STATE _____

During the one week period starting _____, my salesmen earned a total of $ _____ for selling and displaying Multifilter cigarettes.

Per our agreement on your Circular # 421 dated March 12, 1973 I am to receive a 20% override on the above recorded cash earnings.

Total Salesmen's Earnings _____

x 20%

My Earnings _____

_____
SIGNATURE AND POSITION

NOTE: THIS CERTIFICATION STATEMENT ALONG WITH SALESMEN'S OFFICIAL ACCOUNT BOOKS MUST BE RETURNED TO YOUR PHILIP MORRIS REPRESENTATIVE BY MAY 11, 1973

MU 14-73

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Source: https://www.industrydocumentslibrary.ucsf.edu/tobacco/jyk0000

THE MODERATE SMOKE

BENSON & HEDGES

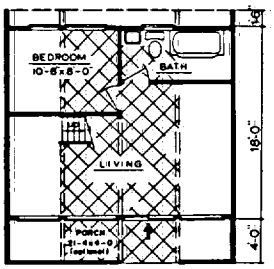
MULTIFILTER

The cigarette you can feel comfortable with. Enjoy. And stay with.

1005201657

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000

One salesman will win this A-frame home– or $10,000



The Lindal A-frame is made by the largest manufacturer of precut cedar homes in the world. The grand prize winner will receive the 21'4" x 18' Adrian, custom A-frame home. The prize also includes delivery to the winner's site, foundation cost, complete framing of the building, majority of interior finishing, wiring, plumbing and heating to a maximum of $5,000. Lindal Homes will work with the winner to co-ordinate all details.

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Also, six distributors—six salesmen—and six retailers will each win $300.

MU 6-73

Source: https://www.industrydocuments.ucsf.edu/docs/xsyk0000